

University of International Business and Economics Press

实用商务英语系列

# 实用商务谈判英语

## Business Negotiation English

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对外经济贸易大学出版社

## 图书在版编目 (CIP) 数据

实用商务谈判英语/朱文忠, 周杏英主编. —北京: 对外  
经济贸易大学出版社, 2007  
ISBN 978-7-81078-893-9

I. 实… II. ①朱…②周… III. 贸易谈判—英语—口语  
IV. H319.9

中国版本图书馆 CIP 数据核字 (2007) 第 087830 号

© 2007 年 对外经济贸易大学出版社出版发行

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网址: <http://www.uibep.com> E-mail: uibep@126.com

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唐山市润丰印务有限公司印装 新华书店北京发行所发行  
成品尺寸: 175mm × 230mm 14.75 印张 295 千字  
2007 年 7 月北京第 1 版 2007 年 7 月第 1 次印刷

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ISBN 978-7-81078-893-9  
印数: 0 001 - 5 000 册 定价: 21.00 元

# 编者的话

随着我国加入 WTO 和对外开放的进一步深化，国际贸易与投资业务迅猛发展，国际商务谈判活动也更加频繁地发生。在此大背景下，高等院校相继开设了谈判课程，学生的学习积极性越来越高；社会各界人士，特别是外贸进出口公司和国际性企业的职员，学习商务谈判知识的热情十分高涨。本书正是为了适应这一发展需要而为社会界广大读者和学习者所编写的一本实用性较强的图书。

本书由几位长期从事外语、外经贸、金融管理教学和科研的教授和学者编写。有些编者还长期从事国际贸易实务或金融管理工作，具有较丰富的理论和实践经验。本书的编写力求创新和务实，希望为读者提供一本不可缺少的手头工具书和参考资料。

本书主要具备下列几大优点和特色：

## 一、内容丰富并具有系统性

本书共分为 15 个单元，基本涵盖了国际商务谈判的每一个方面的重要内容，特别是当代企业商务活动中可能涉及到的各种具体谈判项目或问题，从进出口价格谈判、招标投标谈判、成套设备项目谈判、结算方式谈判、融资谈判、代理业务谈判、到兼并联合项目谈判等等，所有内容均囊括其中。另外，每一单元均介绍了谈判中的国际文化差异和注意事项，论述了世界上重要地区或国家的文化特征，以及在与其谈判中应该注意的文化差异。

## 二、选题努力突破传统

本书力求突破传统的谈判类书籍的编排结构，舍弃了惯常的欢迎宴会、接待、访问、游览等普通内容，把重点放在各种谈判项目的相关专业知识、谈判技巧、常用句型 and 术语等内容上面，这些内容对商务谈判本身具有较强的针对性和实用性。

## 三、编写格式力求创新

本书力求创新。每一单元包括下列几大部分：（1）相关背景知识介绍；（2）有关谈判技巧简介；（3）情景对话；（4）常用表达法；（5）关键术语；（6）实用练习；（7）各国文化差异介绍同时，有些内容，如实用练习，在总体框架大致一致的前提下，体现一定的多样性和区别化。

## 四、双语编写与难度适中

本书采用英语和汉语互译的方式编写，使读者更加容易学习、理解和掌握，这样不

仅有利于学习谈判方面的知识技能，也有利于提高英语语言的表达能力。另外，本书的每一个情景对话均比较短小，语言难度适中，适合于外经贸企业员工、高等院校学生、以及其他社会各界人士的阅读、参考、学习之用。

本书由周杏英、朱文忠、王长江、梁冬莹等几位教授和学者编写，其中第一、二、三、四和十五单元由周杏英编写，第五、六、七和十三单元由朱文忠编写，第八、九、十和十四单元由王长江编写，第十一和十二单元由梁冬莹编写。

最后，由于编写时间仓促，难免有不当之处，敬请批评指正。

编 者

2006 年 10 月 26 日

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# Unit 1

## Marketing, Promotion & Advertising

### Background Information

Advertising and promotion are important parts of the international marketing program of firms competing in the global marketplace. More and more companies are recognizing that an effective promotional program is important for companies competing in foreign markets. However, in addition to its importance, many companies are realizing the challenge and difficulties they face in developing and implementing advertising and promotion programs for international markets.

Companies planning on marketing and advertising their products or services abroad might face an unfamiliar marketing environment and customers with a different set of values, customs, consumption patterns and habits, as well as differing purchase motives and abilities. Different creative and media strategies as well as changes in other elements of the advertising and

为赢得全球市场份额,需要进行国际性的推销活动,其中广告推销就是很重要的部分。

越来越多的公司发现一个有效的推销策略对于提高公司在国际市场的竞争力很重要。但是,很多公司除了认识到其重要性外,也看到了在国际市场开展广告活动和实施推销计划所面临的各种挑战和困难。

计划在国外推销产品和开展广告宣传的公司会面对不熟悉的市场环境,消费者的价值观、习俗、消费模式和习惯、购买动机和购买力等与本国也不同。国外市场需要不同的创意和媒体策略,所以广告和其他推销手法需要经

promotional program are often required for foreign markets.

Just as with domestic marketing, companies engaging in international marketing must carefully analyze and consider the major environmental factors of each market in which they compete. The major environmental factors affecting international marketing include economic, demographic, cultural, and political/legal variables. A country's economic conditions indicate its present and future potential for consuming. Marketers must consider a variety of demographic factors including income levels and distribution, age and occupation distributions of the population, household size, education, and employment rates. Demographic data can provide insight into the living standards and lifestyles in a particular country that can be helpful in planning an advertising campaign.

Another extremely important aspect of the international marketing environment is the culture of each country. Among the most important cultural variables for marketers to consider are the language, the customs, the tastes, the attitudes, the lifestyles, the values, and the ethical/moral standards of each society. Nearly every country exhibits cultural differences that influence both the needs and wants of consumers and also how they go about satisfying them. Marketers must be sensitive to foreign cultures not only in determining what products and services they can be sold but also in communicating with them.

Advertising is often the most effective method of communicating with potential buyers and creating markets in other countries. International advertisers often have problems with language. The advertiser must know

常做出相应的调整。

同在国内市场一样,进入国际市场的公司也必须认真分析和考虑当地市场的主要环境因素。影响国外销售的主要环境因素包括当地的经济、人口、文化、政治或法律等。一个国家的经济状况表明了它现在或将来潜在的消费水平如何。商家也必须考虑有关人口的各种因素,比如:收入水平和分配情况,人口的年龄和职业,家庭规模的大小,教育程度以及就业率的高低等。人口统计数据可以帮助了解当地国家的生活水平和生活方式,而这些对于策划广告宣传活动很重要。

国际市场环境的另一个极其重要的因素就是每个国家的文化。商家需要考虑的文化因素,包括:各个社会的语言、习俗、品味、态度、生活方式、价值观及道德标准等。各个国家的文化几乎都有差异,而差异会影响消费者的需求,以及满足他们需求的方式。商家必须对外国文化很敏感,来决定可以销售什么产品和服务,以及如何宣传。

广告在与潜在消费者沟通,以及其他国家开发新市场过程中常常是最有效的宣传手段。

面向国际市场的广告客户常



not only the native tongue of the country but also the nuances, idioms, and subtleties of the language.

In addition to language, advertisers can encounter problems with the connotative meaning of signs and symbols used in their messages. Problems arising from language diversity and differences in the signs and symbols can usually be best solved with the help of local expertise. Marketers should consult local employees or use an ad agency that is very knowledgeable in the local language and can help verify that the advertiser is saying what it wants to say.

Religion is another aspect of culture as it affects norms, values, and behavior patterns. The political and legal environment in a country is one of the most important factors influencing the advertising and promotional program of international marketers.

In recent years, a great deal of attention has been focused on global marketing. Product standardization and global marketing enable companies to roll out products faster into world markets.

The “Think global, act local” approach appears to be the dominant strategy used by many international advertisers. Many companies are taking what might be called an in-between approach by standardizing their products and basic marketing strategy but localizing their advertising messages. Rather than using a global advertising message that will be seen by diverse markets, advertisers are tailoring their ad executions to local cultures and situations.

Many companies prefer centralization of the international advertising and promotion function whereby

会遇到语言问题。他们不仅要了解当地的方言,也应该了解语言的细微差异、成语典故以及精巧之处。

除了语言,客户也会遇到广告信息中的图形、符号是否引起歧义的问题。语言及图形符号含义不同等问题,可以在当地专家的帮助下得以很好地解决。商家应该咨询当地的雇员,或选用一家对当地语言很了解的广告公司,这样有助于表达出所要表达的信息。

宗教是文化的另一方面,它也会影响人们的行为标准、价值观及行业模式等。一个国家的政治和法律也是影响国外商家进行产品和推销宣传的一个重要因素。

近几年,人们极大地关注全球销售。产品的标准化及全球的推销使公司能大量地生产产品,并能很快投放全球市场。

绝大多数国际性的广告客户都愿意采用“观念全球化,行动本地化”的方式。很多公司采用折中方案,即他们的产品和基本推销策略执行同一标准,而广告宣传内容却实行本地化。不是在不同市场使用同一个全球广告,而是根据当地的文化和情况适当地调整广告内容。

很多公司愿意对国际性的广告和推销职能实行集中管理,也

all decisions such as agency selection, research, creative strategy and campaign development, media strategy, and budgeting are done at the firm's home office. The centralized approach can result in considerable cost savings, as it reduces the need for staff and administration at the local subsidiary level. Under a decentralized organizational structure, marketing and advertising managers in each market have the authority to make their own advertising and promotional decisions. This approach is often used when companies believe local managers know the marketing situation in foreign countries the best. The combination approach allows for consistency and uniformity in a company's international advertising, yet still permits local input and adaptation of the promotion program.

It is also important for advertisers to conduct research on consumers' reactions to the advertising appeal and execution style they plan to use in foreign markets. Advertising and communications objectives should be formulated based on the marketing strategy and market conditions in foreign markets.

The other way for the international advertiser to reach audiences in various countries is through the use of international media that have multi-market coverage.

就是所有的决定包括:选择经销商、市场研究、创意策划、开展活动、媒体策略、预算分配等都由公司本部来决定。

集中管理能有效地节省开支,因为省去了在当地建立分部所需的人员与管理费用。非集中管理的机构中,各分市场的推销和广告经理有权决定自己的广告和推销活动。若公司认为当地的经理对当地的市场环境很了解的话,一般会采用非集中管理的方法。若两种方法结合起来使用,就能既保持公司国际广告宣传的一致性和统一性,又能允许当地分部对宣传进行适当的增加和调整。

广告客户有必要对面向国外宣传的广告进行研究,尤其要研究消费者对广告的吸引方式及制作手法等的反应。制定广告宣传的目标,应该基于国外市场的推销策略及当地的市场状况。

面向国外市场的客户可以通过国际性媒体与各国的消费者沟通,因为这些媒体可以覆盖多个市场。



## Product Promotion

Product promotion can effectively speed up the process of new products entering into the markets. When the customers have very little knowledge about the new products in the markets and give no active response

产品的推销可以有效地加速新产品进入市场的过程。当消费者对刚投放市场的新产品还没有足够的了解和做出积极的反应的

to them as expected, a timely promotion can blaze a trail quickly for them within a comparatively shorter period.

Product promotion can defend and compete against the rivals' promoting activities effectively. When the rivals are extending their products in a big way, an untimely counteracting step will lose you a large proportion of market shares that you already have. Hereby, product promotion is also an effective weapon in defending and competing against your competitors.

Product promotion can effectively stimulate the customers' purchasing and inbreath to them the concepts favorable to your company. When the customers are wandering in the numerous commodities of the same kind, hesitating in making the final decision of purchasing, timely promotion of your products will bring an unexpected effect. In this sense, promotion is much more important to those products of various kinds and in scorching competition.

Product promotion can effectively influence the middlemen's, especially the retailers' trading behavior. It is extremely important for the manufacturers to keep good relations and co-operations with them. Thereby, manufacturers often adopt many ways of promotion to urge the middlemen, especially the retailers to make favorable management decisions.

时候,通过一些必要的推销措施可以在短期内迅速地为新产品开辟道路。

产品的推销可以有效地抵御和击败竞争对手的产品推销活动。当竞争者大规模地推广产品时,如不及时地采取针锋相对的措施,往往会大面积地损失已享有的市场份额。因此,产品的推销又是在市场竞争上抵御和反击竞争者的有效武器。

产品的推销可以有效地刺激消费者购买和向消费者灌输对本企业有利的观念。当消费者在众多的同类商品中进行选择,尚未做出购买决定时,及时地推销自己的产品往往可以产生出人意料的效果。对于品种繁多、竞争激烈的产品来说,产品的推销更是十分重要。

产品的推销可以有效地影响中间商,特别是零售商的交易行为。制造厂家在销售产品时同中间商保持良好关系,取得他们的合作是至关重要的。因此,制造商常常采用多种推销产品的方式来促使中间商,特别是零售商做出有利于自身的经营决策。

## *Situational Dialogue*

### **Dialogue 1**

A: Mr. Li, I know that it is important to expand into new markets or enter into new fields of business activities. But what sort of information should I look for?

李先生,我已经意识到开发新市场和开发新产品的重要性。在这个过程中我需要了解什么信息?

B: First, you've got to find out whether there is any demand for your product and what competition you will meet. Then you have to know the local conditions and preferences, that is, government regulations, business customs and practices, and cultural background. 首先,你需要搞清楚你公司的产品在当地是否有需求,要面对何种竞争。然后你得搞清楚当地的市场状况以及偏好,如:当地政府制定的规章制度、风俗习惯、商业惯例、文化背景。

A: That's true. There are still wide variations in taste, customs, behavior and expectations between consumers in different markets. Then how can we get all the necessary information about a new market and a new customer?

说得对。不同的市场在顾客的品味、风俗习惯、购买行为以及顾客的期望值方面仍存在不少差异。那么我们可以通过哪些渠道收集到新市场、新顾客的必要信息呢?

B: Information about a new market and a new customer can be obtained through different useful channels. The internet is widely used in business activities. By getting on line you can get a lot of valuable information.

可以通过很多渠道收集到新市场、新顾客的资料。商家经常通过因特网收集资料,通过上网可以收集到很多有价值的信息。

A: Are there any official organizations which can provide me information about new markets and new customers?

有没有一些官方的渠道?

B: Yes. Banks, Chamber of Commerce and Commercial Counselor's office can be helpful in building business connections. They can provide advice about the size of markets, their location and also such things as price sensitivity and import controls in specific areas.

有。从银行、商会、文化交流处可得到许多像市场的大小、方位、价格的敏感度以及进口限制等许多有用的信息。

A: Can I get some information from the newspapers and magazines?

我能从报纸、杂志中得到一些信息吗?

B: Yes. You might also get some information from some trade publications and export magazines. They can provide financial data about the volume and value of specific products exported to and imported from any single country in the world. They will help you compare specifications, functions, quality and packaging of products.

可以。你可以从一些专业书籍和期刊上收集资料。专业书籍和期刊能向你提供某些具体产品在世界任何一个国家进出口的数量和金额的数据。这些专业书籍和期刊会有助于你对产品的规格、用途、质量、包装和外观作一比较。

A: We intends to go global. Then, how should we enter overseas markets in the first place?

我公司打算向国外扩展。那么我们如何才能更好地打入海外市场?

B: There are various methods depending on your different situations.

不同的情况有不同的方法。

A: Can you be more specific?

能否说得具体一些?

B: You may use intermediary, such as export agent, to deal with buyers in the overseas market.

你可以通过像代理商这样的中介推销你公司的产品。

A: Can we have direct export?

我们可以直接出口吗?

B: Yes, you can handle your own exports by setting up overseas sales offices. You can also sell the rights to use a manufacturing process, trademark or patent for a fee or royalty. In services such as hotels, you may negotiate a management contract with a local business to run the hotels on its behalf.

可以。你们可以在海外设立办事处直接处理公司的出口业务。你们还可以出售生产技术、商标、专利。类似经营宾馆这样的业务,你们可与当地企业商谈,签订合同,出售宾馆的经营权给当地的企业。

A: Can we work together with a local firm to develop a particular market?

我们能否与当地的企业合作开发那里的市场?

B: Sure. You can establish a joint venture in a foreign country with a local firm. You can also buy a local firm, or set up your own manufacturing subsidiaries abroad.

当然可以。你们可以与当地企业合资开发那里的市场。你们还可以兼并当地的企业,或者在当地设立分公司。

**Dialogue 2**

A is a consultant. B is Li Ming, a marketing manager of a trading company.

A: 咨询专家。B: 李明, 一家贸易公司的市场部经理。

A: Good morning, Mr. Li. I'm glad to learn that you want to market your product abroad.  
早上好, 李先生。听说你要到国外销售你公司的产品。

B: Yes, we have a good product and it should be in demand in other countries. But I don't know how to begin.

是的。我公司有上乘的产品。外国对这些产品也应该有需求。但我不知道如何着手才好。

A: Generally speaking, when you plan to sell goods in a new market, you should do market research to find out whether there is any demand for your product, what sort of competition you will meet, and the local preferences as well.

一般来说, 如果你打算到新的市场去销售产品, 你必须做市场调研, 弄清到底当地对你公司的产品有没有需求, 需要面对何种竞争, 以及当地的风土人情。

B: But I am far away from the market. How can I carry the market research?  
但是我们远离那个市场, 该怎样去搞调研呢?

A: You can employ a local specialist to do the market research for you. You need to find out why consumers buy, where and for what purpose. You can also test a market by mailing your catalogue and price list to your potential customers to find out their reactions. Another way to assess the market potential is to take a stand at a Trade Fair to exhibit your products and to see what response you get from prospective customers.

你可以雇用当地的专业人士为你做调研。你需要搞清楚顾客为什么买, 在哪买, 为什么买这些商品。你也可以通过向潜在的顾客邮寄商品目录以及商品价目表, 来弄清楚顾客对你方产品的反应。还可以通过在交易会展示你公司的产品, 看看客户对产品的反映如何。

B: Can we place advertisements in magazines or newspapers in the particular area?  
我们可以在某一地区的报纸、杂志上登广告吗?

A: Yes, of course. You need to influence the people there to buy your products. I suggest you to get in touch with the local advertising agent with experience of sales campaigns and having good contacts with local agencies. They know the business and the local conditions much better than you. They will help you decide whether you should use TV and radio advertising, magazines and trade papers, or mail order and direct selling depending on your products.

当然可以。你需要影响当地的人民,让他们去买你公司的产品。我建议你与当地那些有策划广告促销活动经验,并与本地的代理公司有良好业务联系的广告代理公司联系。那些广告代理公司比你更清楚当地的商业文化和风土人情。他们能根据你的产品帮你决定到底需要采用电视、电台广告、还是在杂志、专业报刊上登广告,或者是采用直接邮寄和直销的方式促销你公司的产品。

B: That's a good idea. We have to make sure that money is spent where it is most likely to produce results.

你的建议不错。我们得把钱花在刀刃上。

A: You're right. You can have promotional programs combining advertising with purchase incentives to increase sales.

说得对。你可以策划一些促销活动,把一些激励措施与商品广告结合起来刺激商品的销售。

B: How can we handle those promotional programs?

我们该如何策划这些促销活动?

A: Promotional programs may involve direct mail, catalogues, exhibits, advertisements, in-store displays and special events. Purchase incentives include discounts, samples, gifts, rebates, and coupons.

促销活动包括直接邮寄、派发商品目录、展销商品、登广告,在橱窗陈列商品以及一些特别的节目。激励措施包括给商品打折扣、免费派发样品,赠送礼品、赠送代用券以及配发购物优惠券。

B: Well, I now have a much clearer idea how we should do to market our products abroad. Thank you very much for your information.

现在我对如何到国外去销售我公司的产品有了一个比较清晰的概念。非常感谢。

A: You're welcome.

不用客气。

### Dialogue 3

A: I know that advertising and promotion are important parts of export marketing. But I am not familiar with the different approaches of advertising. What will be the good approaches to show my products?

我知道广告和促销是出口商品的重要组成部分。然而我对各种广告手段不很了解。什么方法能更好地展示我公司的产品?

B: Well, the purpose is to attract people's attention. I think the first thing you should do is to

decide what media you should use and when you should place advertising in the media. 展示产品的目的是吸引顾客的注意力。我想你首先应该选择使用何种媒体以及何时在媒体上播出广告。

A: Can you be more specific?

能否说得更具体一点?

B: The methods you will use to display the product depend both on what the product is and how much you want to spend on advertising. They should enable the marketer to communicate the message in the most effective manner to the largest number of potential customers at the minimum cost.

使用何种广告的手段要看是什么产品,以及你公司打算在广告上花多少钱。广告有助于商家以最低的成本,最有效的方式向广大的潜在顾客传递信息。

A: Should I advertise my products in TV?

我需要在电视上登广告吗?

B: You might consider placing advertisement in TV because TV provides the opportunity to combine visual images, sound, motion, and color to develop creative and imaginative appeals. Since TV gives marketers a chance to reach mass markets and often at very good cost efficiencies, it is a particularly popular medium among companies selling mass consumption products.

你可以考虑在电视上登广告。电视融合了视觉形象,声音、动作、色彩,能提供更有创意更具想像力的吸引点。电视可以给商家提供到达一个广泛市场的机会,而且成本效益比也高,所以电视是推销大众消费品的绝好媒介。

A: What about radio advertisement?

你觉得电台广告怎么样?

B: One of the main strengths of radio as an advertising medium is its low cost. Another potential advantage of radio is that it allows listeners to use their imagination when processing a commercial message. The largest radio audiences occur during the early morning and in late afternoon drive time.

广播的优势在于它价格低廉。广播的另一个潜在优势就是广告播出时,听众可以运用他们的想像力。早上和傍晚开车的时候,是广播听众最多的时候。

A: Do you think newspapers and magazines are useful tools to present my products?

你认为报刊杂志也是展示产品的有用媒介吗?

B: Yes. Newspapers and magazines may be able to convey more information and may keep the message available to the potential buyer for a much longer time. Newspapers are an



especially important medium to local advertisers and particularly to retailers, because newspapers provide advertisers opportunities to reach all segments of population with their advertising messages.

是的。报刊杂志可以表达更多的信息,也可为潜在的消费者保留更长时间的信息。因为报纸有机会把广告信息传递给各种人群,报纸对于本地的广告客户,特别是零售商来说是很重要的广告媒介。

A: How about outdoor advertising?

户外广告的效果如何?

B: Outdoor advertising is one of the most pervasive communication forms, particularly in an urban or suburban area. Billboards and posters can make a quick and strong impression on the consumers. They remain successful because of innovation through technology. Nowadays, three-dimensional forms and extensions are used to attract attention.

户外广告无处不在,尤其在城市或郊区。广告牌和海报能快速地给消费者留下深刻的印象。户外广告成功的原因归功于技术创新。目前三维形式的广告及其延伸被用来吸引消费者的注意。

A: Could we use booklets, letters, and catalogues for direct mail advertising?

我可以把小册子、宣传品、信函和产品说明书直接寄给顾客吗?

B: Yes. But you should build up a mailing list of possible customers for direct mail advertising.

可以,不过你得先制作一张客户表。

A: What should be the size of my advertising budget?

我公司用于广告的预算费用大概需要多少?

B: That depends on how much your competitors spend, on the market potential, as well as on the media you plan to use. Generally speaking, an advertising budget may vary from 5% to 25% of your total sales.

这要看你公司的竞争对手花多少钱做广告,要看市场潜力有多大,还要看你打算使用哪些媒介。一般来说,广告预算费用占总销售额的5%到25%。

A: I see. Thank you very much for your information.

我明白了。谢谢你。